



**Eddie A. Perez**  
**Mayor**

**CITY OF HARTFORD MARKETING STRATEGY  
TAKES TO THE AIRWAVES  
*FOCUSES ON REGIONAL GROWTH***

**---NEWS RELEASE---**

(February 8, 2008)--- The City of Hartford is building on the momentum of its growth and unprecedented renaissance by promoting regional investment. This effort began last summer with the DVD “Hartford: As Strong As Its People” and now has blossomed into a television and radio commercial. This is the outgrowth of the successful effort that has been shared with businesses, community groups, and educational institutions as a way to promote the city’s assets.

Mayor Eddie A. Perez says, “This is all about investment. Whether someone enjoys one of our restaurants, buys ticket to a show, purchases a home in Hartford, or starts up or expands a business--- this is all about investing in our city and connecting our city to our region. When Hartford is strong, the region is strong and more competitive in this global society.”

The ads are part of an ongoing, multi-stage and multi-faceted media strategy that started last summer and is expected to span 18-months. It includes:

1. Economic Development DVD “Hartford: As Strong As Its People” (August 2007)
2. The newly updated [www.hartford.gov](http://www.hartford.gov) (January 2008)
3. Television and radio commercials (February/March 2008)
4. Additional funding to the Rising Star Campaign for regional advertising
5. Cross promotional opportunities with our regional and state partners (details to be announced shortly)

The DVD was produced with grant money through the Department of Development Services. The ad--- which begins the week of February 11<sup>th</sup>--- utilizes that footage and cost \$5,600 to produce. Approximately \$40,000 has been earmarked for advertising. Additional promotions will air later in the year in both English and Spanish.

Mayor Perez says, “Hartford is taking the lead in promoting itself and cross promoting with our partners on the Rising Star Committee (formerly the Hartford Image Project). We will soon announce a joint venture to provide additional regional and statewide coverage, inviting people to invest and experience Hartford.”

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With the Rising Star Campaign losing valuable air time since Labor Day, the City of Hartford feels it is crucial to fill this void and to jumpstart the promotion of our region's outstanding cultural and business appeal. Once again, you can already see this effort online with the City's new and improved website--- which was created and updated with internal resources from the Communications Division and the Web support team at the Hartford Public Library.

Mayor Perez says, "This is an opportunity to better feature city services as well as regional events. Cross promoting everything from hotels to discount tickets just helps more people have a positive experience in Hartford. There are many opportunities for our partners to participate, including the Hartford Parking Authority to perhaps provide specialty rates for those using Downtown retail and restaurants."

The Mayor goes on to say, "In 2008, you'll be hearing a lot about regionalism, whether it be about the importance of regional transportation--- which was the topic of the Rising Star Breakfast--- or the significance of having an educated workforce, or regional and statewide attractions to make us a destination of choice for visitors. Hartford is as strong as its people and the people are our residents, employees, and tourists. Hartford is all of us. Let's embrace it and promote it! As you'll read in the new issue of the 'The Mayor's Update,' we should all show our pride and be Ambassadors of Hartford."